



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, May 18, 2010

Community Center

4:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Thad McKain, Doris Green

Absentees: Keely Whittington

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan

Please review: April Minutes, Any committee reports that you receive

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – April – Daniel Gonzales motioned, Morgan Murri seconded; all approved
4. Chair Report – Bob Hart
 - a. Reservoir Hill
 - i. Bob Hart, Norm Vance and Thad McKain presented during Town Council retreat last Thursday; presentation was well-received, although there were concerns over the impact to Reservoir Hill, i.e. number of trees removed
 - ii. Overall, the Mayor feels it is appropriate for TTC to continue to look into Reservoir Hill improvements

- iii. David Mitchem spoke with Davey Pitcher, meeting Wed, May 19th; they are going to drive Reservoir Hill and review possible chair lift locations
 - 1. Discussed possible location of chair lifts; Davey had good suggestions
 - 2. Meeting at Seeds of Learning at 1:30pm tomorrow, May 19th; Bob Hart plans to attend, David Mitchem also mentioned that given the discussions Town Council has had regarding combining of CTC and TTC , he felt it would be extremely difficult to move forward; County Commissioners wanting equal representation is a large concern
 - 3. Group determined to continue with joint discussions with CTC; Morgan Murri expressed his desire to continue the conversations and still likes the odds
- iv. Jon Johnson told David Mitchem how great James Dickhoff has been to work with on the signage project; his assistance and guidance has been a valued asset to the committee

5. Treasurers Report – Angel Preuit

- a. Monthly Town Lodging Receipts report (March) – March was strong, quarterly data is looking very strong
- b. Angel Preuit plans to schedule a budget subcommittee meeting in the next few months to begin preparations for 2011
- c. Jim Smith asked for more data to show greater depth in lodgers trends, our current data only reflects comparisons from 2007 – such as visitor center traffic, more than 3 years of lodgers tax
 - i. Jennie Green explained that we only have town data from 2007; All properties paid to the County before 2007 at a 1.9% rate
 - ii. Mary Jo Coulehan indicated she had visitor center traffic numbers from 2002, although noted that was the year of the fire and data reflected
- d. Current finances – Jennie – everything is being managed and paid as needed; cash flow was budgeted for and hasn't been an issue

6. Subcommittee Reports

- a. Budget – Angel
- b. Fulfillment Package – Jim

- i. Received bids from Cassio Group and the Sun; the fulfillment subcommittee has met with both vendors
- ii. Jim provided history of the Visitor Guide and fulfillment requests
 1. Jim explained the original deal was \$10,000 and then TTC purchased additional 20,000 copies and spent a total of \$35k in 2009
 2. In 2010, the TTC will pay approx \$43,000 for 25,000 summer guides and 10,000 winter guides to be used specifically for fulfillments; the Sun proposed \$50k for 2011
 3. Jim Smith is concerned about the overall percentage of the budget is being spent towards fulfillment- visitor guide production, postage and paying the Chamber to handle fulfillments
 4. Jim Smith opened it up to the group for suggestions; discussed the proposal from Cassio Group which showed a profit back to the Town; the committee has asked the Sun to provide a direction to get the cost transferred to advertisers versus the TTC paying
 5. Doris Green agreed that we need to rethink the guide; she provided an example of a pocket guide produced by Sedona, AZ
 6. Jim Smith also discussed the direction that Cassio Group felt the TTC should go – phone apps, digital visitor guide, kiosks, etc.
 7. Bob Hart shared a few comments; he feels we have a good thing going and it has proven itself; the distribution has doubled or more, but the advertising rates haven't increased
 8. Bob Hart understands that the Sun is concerned they will lose advertisers; TTC asked the Sun to provide a 3-year plan to transfer costs to the advertisers, versus increasing costs to TTC year over year
 9. Daniel Gonzales felt a goal should be environmentally responsible
 10. Jon Johnson agreed and felt the usability of the guide should improve to minimize overall print needs; Jon also feels the coffee table publication is critical – wants to approach it from two different angles
 11. Jim Smith suggested a broader meeting with TTC and Cassio Group to discuss the electronic / digital capacities
 12. Pam Schoemig spoke up as a lodger, she has never seen a guest arrive with visitor guide, but they pick them up when they arrive

13. Jennie Green to schedule a meeting with Cassio Group to present to the TTC Board; the same invitation will be extended to the Sun once we receive 3-year plan

c. Marketing, website, trade shows, central reservations- Keely

i. Jennie provided update –

1. discussed TX Monthly and Julie Williamson's visit; strong relationship being developed
2. TX Monthly has provided premium positions for TTC Banner Ads for the 5-month campaign starting June 1st
3. Website launch is scheduled for June 1st – there is no room for delays
4. Jennie will be focused on adding content to the new website during next few days; Jesse James has provided CMS login
5. Trip Advisor campaign is set to start June 1; all information has been provided for the Pagosa Springs information page

d. Events – Daniel – no update

e. Visitors Center report – Mary Jo

- i. Fulfillments were up 76% in April
- ii. VC traffic numbers are up 50% for April; YTD is up 4.5%
- iii. Mary Jo followed up on Jim's earlier request; for the visitor center, 2009 was the busiest year in 8 years; average around 40,000 visitors; 2007 was a strong year too
- iv. Overall, visitor center traffic number have ranged between 38,000 and 39,500, with the exception of 2002 and 2005

f. Special Projects – Jim Smith– Update – Reservoir Hill Improvements

- i. Jim has no additional update

g. Lodging Occupancy Reports – Daniel

- i. No update

h. Capital Projects – Jon Johnson – Signage and Wayfinding

- i. First 2 signs have been started; concrete foundations poured today
- ii. Sign cabinets are underway; signs should be installed by July 1st

iii. Introduced Valerie Green to provide overview of the Gateway Signage Facelift

1. Suggested leaving West Gateway sign as is; stone doesn't need cleaning; stucco wall needs painting; Ponderosa will donate all painting and materials (in exchange for public notification)
2. East Gateway Sign – dirt area needs leveled and filling; rock is dangerous; need to remove stones; Valerie will supply low-water plants, need a plan to water plants; Bob volunteered to assist
3. Cappy White is going to determine “flag” pole structure
4. Valerie Green is going to get painting done this week
5. Meeting scheduled Thursday at 9am to review text / icons for final sign cabinetry; Jon Johnson suggested postponing Friday's regularly scheduled meeting
6. Pam Schoemig pointed out how exciting the project has been and to see something happening
7. The group expressed their appreciation for Jon Johnson leadership and pushing this project forward

i. Reservoir Hill Task Force –Thad McKain, Larry Fisher, Kevin Anderson

- i. Met a week ago with David Mitchem; David has meeting scheduled for tomorrow at 1:30pm
- ii. Group will provide update after the meeting tomorrow

7. TTC Director Report – Jennie

- a. TTC Board is hosting a Diplomat Appreciation Pizza Party scheduled Wednesday, June 2nd at 5pm at Springs (EcoLuxe parking lot)
- b. Fiber Festival has invited TTC Board members to attend a reception on Friday, May 28th at 6:30pm at the Community Center; they are hosting event to thank those that have supported the Fiber Festival
- c. Jennie is fully focused on website launch and TX Monthly / Trip Advisor campaign roll-outs – she will resurface on June 1st

8. Old Business

- a. TTC/CTC update

- i. Pam Schoemig wants to make sure there is a great deal of thought and consideration into merging; she is concerned about Jennie's position and role in a merged committee and feels the TTC should support Jennie
- ii. Larry Fisher pointed out that everyone on CTC and TTC represents town and county already
- iii. Jim Smith is concerned about losing the synergy
- iv. Bob Hart is concerned about the past role of the County Commissioners eliminating committees and reforming the committee with new members – Planning and CTC have been reshaped in last year

9. New Business

a. Public Comment

- i. Valerie Green asked about the CDC and the Executive Director; group explained that the group was restructured and it was not a new committee

b. Any other new business to come before the Committee

- i. Mary Jo Coulehan reminded the group about HospiTotally on Thursday and Social Marketing will be addressed during Business Bites next Tuesday
- ii. Morgan Murri spoke up to thank the chamber for the Car Show

10. Adjournment

- a. Daniel Gonzales motioned, Jon Johnson seconded; all approved